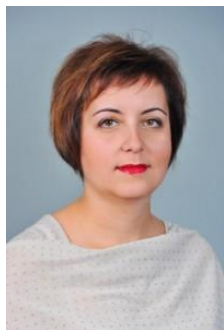


SYLLABUS OF THE EDUCATIONAL COMPONENT
«WORK PLACEMENT IN PHARMACEUTICAL MANAGEMENT AND MARKETING»
for applicants for higher education of 5 year of full-time education
(4,10 years of study)
of educational program « Pharmacy»
in specialty «226 Pharmacy, industrial Pharmacy»
field of knowledge «22 Health care»
training for master

TEACHERS



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1. **The name of higher education establishment and department:** the National University of Pharmacy, Department of Pharmaceutical Management and Marketing
2. **Address of the department:** Kharkiv, st. Valentynivska, 4th, 3rd floor, t. 0572- 67-91-72
3. **Web site of the department:** <http://mmf.nuph.edu.ua/>

4. Information about teachers:

Pestun Iryna Volodymyrivna

Doctor of Pharmaceutical Sciences, Professor, Department of Pharmaceutical Management and Marketing, National University of Pharmacy. The experience of scientific and pedagogical activity – 22 years. She teaches courses: “Pharmaceutical Management and Marketing” (including in English) for the specialty “Pharmacy”, “Marketing tools for analyzing the pharmaceutical market” for the third (PhD) higher education level of specialty 226 “Pharmacy, industrial pharmacy”, “Ethics and deontology in pharmacy specialty“ Pharmacy”; “Marketing research in pharmacy” for the second (master's) level of higher education in specialty 226 “Pharmacy, industrial pharmacy”; “Pharmaceutical marketing” for the second (master's) level of higher education, specialty 075 “Marketing”. Research interests: pharmaceutical marketing management, theory and practice of marketing research in pharmacy.

Sofronova Iryna Vadymivna

Candidate of Pharmaceutical Sciences, Associate Professor, Department Pharmaceutical of Management and Marketing, National University of Pharmacy. The experience of scientific and pedagogical activity - 20 years. She teaches courses: “Pharmaceutical management and marketing”, “Ethics and deontology in pharmacy”, “Logistics”, “Infrastructure of product market”. Research interests: pharmaceutical marketing, management.

Bondarieva Iryna Vasylivna

Candidate of Pharmaceutical Sciences, Associate Professor, Department of Pharmaceutical Management and Marketing, National University of Pharmacy. Experience of scientific activity - 14 years, experience of scientific and pedagogical activity - 9 years. She teaches courses: “Pharmaceutical management and marketing”, “Ethics and deontology in pharmacy”, “Fundamentals of consumer behavior in pharmacy”, “Introduction to the specialty”, “Branding”, “Marketing audit”, “Consumer behavior”. Research interests: adaptive management, marketing, management.

Zhadko Svitlana Victorivna

Candidate of Pharmaceutical Sciences, Associate Professor, Department of Pharmaceutical Management and Marketing, National University of Pharmacy. Experience in teaching - 24 years, including scientific and pedagogical - 18 years. He teaches courses: “Pharmaceutical Management and Marketing”, “Ethics and deontology in pharmacy”, “Marketing management”. Research interests: management, marketing, marketing research, marketing communications, management of marketing activities of enterprises, with a focus on the specifics of the pharmaceutical sector of the healthcare industry.

5. **Consultations:** take place on Monday from 12.00 to 12.50 online

6. **Brief summary of the educational component:** "Work placement in pharmaceutical management and marketing" is a normative educational component for the second (master) educational level of higher education for the specialty 226 Pharmacy, industrial pharmacy educational program "Pharmacy". Final control – semester differentiated credit.

7. **The purpose statement of studying the educational component** «Work placement in pharmaceutical management and marketing» is the consolidation and deepening of theoretical knowledge and practical skills obtained in the process of learning to fulfill management and marketing functions, the implementation of entrepreneurial activities in the market conditions.

8. **Competences in accordance with the educational program «Pharmacy» in specialty «226 Pharmacy, industrial Pharmacy»:**

Soft- skills / General competences (CG):

GC 2. The ability to apply knowledge in practical situations, make reasonable decisions.

GC 5. Spirit of entrepreneurship, the ability to manifest initiative.

GC 6. Knowledge and understanding of the subject area and understanding of professional activity.

GC 7. Ability to adapt and action in a new situation.

GC 10. Ability to choose communication strategy, ability to work in a team and with experts from other fields of knowledge / types of economic activity.

GC 10. Ability to conduct research at an appropriate level.

Hard-skills / Professional (special) competences (SC):

SC 2. Ability to provide medical advice on prescription and over-the-counter medications and other products of the pharmacy range; pharmaceutical care during the selection and sale of over-the-counter medications by assessing the risk / benefit, compatibility, indications and contraindications based on data on the health of a particular patient, taking into account biopharmaceutical, pharmacokinetic, pharmacodynamic and physicochemical characteristics of the medicine and other pharmaceutical products.

SC 8. Ability to organize the activities of pharmacies to provide the population, health care institutions with medications and other products of the pharmacy range and implement appropriate reporting and accounting systems (management, statistical, accounting and financial) in accordance with the requirements of the National Medical Policy, Appropriate Pharmacy Practice (GPP) and to carry out commodity analysis, administrative record keeping while taking into account the organizational and legal norms of the pharmaceutical legislation.

SC 10. Ability to develop, implement and apply management approaches in the professional activities of pharmacies, wholesalers, manufacturing companies and other pharmaceutical organizations, to argue the principles of HR-management and self-management, to demonstrate leadership skills. SC 13. The ability to demonstrate and apply in practice communication skills, fundamental principles of pharmaceutical ethics and deontology based on moral obligations and values, ethical norms of professional conduct and responsibility in accordance with the Code of Ethics.

SC 17. Ability to organize and carry out general and marketing management of assortment, commodity-innovative, pricing, sales and communication policies of pharmaceutical market entities based on the results of marketing research and taking into account the market processes in national and international markets, risk management in the pharmaceutical system.

9. The program learning outcomes: (PLO):

PLO 1. To carry out professional activities in social interaction based on humanistic and ethical principles; to identify future professional activities as socially significant for human health.

PLO 2. To apply knowledge of general and professional disciplines in professional activities.

PLO 3. To adhere to the norms of sanitary and hygienic regime and safety requirements in carrying out professional activities.

PLO 4. To demonstrate the ability to independently search, analyze and synthesize information from various sources and use these results to solve typical and complex specialized tasks of professional activity.

PLO 5. To position your professional activities and personal qualities in the pharmaceutical labor market; to formulate the purposes of own activity taking into account public and industrial interests.

PLO 6. To argue information for decision-making, to be responsible for it in standard and non-standard professional situations; to adhere to the principles of deontology and ethics in professional activities.

PLO 7. To perform professional activities using creative methods and approaches.

PLO 8. To carry out professional communication in the state language, use the skills of oral communication in a foreign language, while analyzing texts of professional field and translate foreign language informational sources.

PLO 9. To carry out professional activities using information technology, "Information Databases", navigation systems, Internet resources, software and other information and communication technologies.

PLO 10. To adhere to the norms of communication in professional interaction with colleagues, management, consumers, work effectively in a team.

PLO 12. To analyze the information obtained as a result of scientific research, summarize, systematize and use it in professional activities.

PLO 14. To determine the advantages and disadvantages of medications of different pharmacological groups, taking into account their chemical, physicochemical, biopharmaceutical, pharmacokinetic and pharmacodynamic features. To recommend to consumers over-the-counter medications and other products of the pharmaceutical range with the provision of counseling and pharmaceutical care.

PLO 20. To carry out a set of organizational and managerial measures to provide the population and health care facilities with medicines and other products of the pharmaceutical range. To carry out all types of accounting in pharmacies, administrative records, processes of commodity analysis.

PLO 21. To calculate the main economic performance of pharmacies, as well as taxes and fees. To form all types of prices (wholesale, purchase and retail) for medicines and other products of the pharmaceutical range.

PLO 22. To manage pharmaceutical organizations and determine its effectiveness using management functions. To make management decisions based on the formed leadership and communication skills of pharmaceutical personnel for strategic planning of enterprises.

PLO 24. To plan and implement professional activities on the basis of regulations of Ukraine and recommendations of good pharmaceutical practices.

PLO 25. To promote health, including disease prevention, rational use and use of medicines. To perform your professional duties in good faith, comply with the law on the promotion and advertising of medicines. To have psychological communication skills to build trust and understanding with colleagues, doctors, patients, consumers.

PLO 29. To ensure a competitive position and effective development of pharmaceutical organizations on the basis of research work on all elements of the marketing complex.

Status of the educational component: *compulsory*.

10. Prerequisites of the educational component: The educational component "Work placement in pharmaceutical management and marketing" is based on the study of "Pharmaceutical management and marketing".

11. The volume of the educational component: 6 ECTS credits, 4 weeks (180 hours).

12. Organization of training:

The format of teaching the educational component Work placement in pharmaceutical management and marketing.

Content of the educational component:

Content module 1. Practical implementation of management theory in pharmacy

Topic 1. Theoretical bases of management in pharmacy.

Topic 2. Organization as a management object. External environment of pharmaceutical organizations.

Topic 3. Successful management. Activity of a manager.

Topic 4. Functions of management.

Topic 5. Management of decision making process.

Topic 6. Communication processes in management. Organizational communications at a pharmacy.

Topic 7 Management and administration of pharmaceutical organizations. Management and informatics

Topic 8. Management and entrepreneurship. Entrepreneurship in pharmacy.

Topic 9. Management of labor resources and personnel of pharmaceutical organizations.

Topic 10. Group dynamics and leadership. Management of conflicts, stress.

Topic 11. Labor relations in market conditions

Topic 12. Estimation of management and organization's efficiency.

Content module 2. Marketing in practical pharmacy

- Topic 13.** Fundamentals of pharmaceutical marketing.
Topic 14. Management by the pharmaceutical marketing.
Topic 15. Study of market of medicines.
Topic 16. Marketing research and information support of marketing in pharmacy.
Topic 17. Product in the system of marketing.
Topic 18. Assortment and product policy of pharmaceutical enterprises and pharmacies.
Topic 19. Price, pricing, price policy of pharmaceutical enterprises and pharmacies.
Topic 20. Distribution activity of pharmaceutical enterprises.
Topic 21. Marketing policy of communications.
Topic 22. Advertising in the system of pharmaceutical marketing. Advertising of medicines.
Topic 21. Sales promotion and other directions of marketing communications.
Topic 24. "Public relations" as a mean of marketing communications. Merchandizing in pharmacies
Topic 25. Marketing control.
Topic 26. International marketing in pharmacy

13. Forms and types of academic achievements supervision:

Control of knowledge during practice: oral control, filling out reporting documents, writing tests tasks

Control of content modules: oral control, review of reporting documents, writing test tasks.

Semester control form: semester differentiated credit

Conditions for admission to the semester control: submission of reporting documents with marks of the practice base, fulfillment of the requirements stipulated by the work program of the educational component.

14. Evaluation system of the educational component:

Evaluation of the results of practical training is carried out according to the ECTS scale, a 100-point scale and a four-point scale ("excellent", "good", "satisfactory", "unsatisfactory").

Types of evaluation	Maximum number of points (% of points per module – for content modules)
Module 1	
Content module 1: Practical implementation of management theory in pharmacy: - evaluation of topics (1-12), review of the report, oral survey based on the results of the Work placement in pharmaceutical management and marketing; - answering test questions,	50 (50 %)
Content module 2: Marketing in practical pharmacy: - evaluation of topics (13-26), review of the report, oral survey based on the results of the Work placement in pharmaceutical management and marketing; - answering test questions.	50 (50 %)
Semester Supervision of Module 1	100

The individual work of applicants of higher education is evaluated during Work placement in pharmaceutical management and marketing and during the semester assessment.

16. Academic policies of the educational component:

Academic Integrity Policy. It is based on the principles of academic integrity stated in the POL "On

measures to prevent cases of academic plagiarism at the National University of Ukraine". The identification of signs of academic dishonesty in the student's written work (practice report) is a reason for the teacher not to enroll it.

Class attendance policy. The student of higher education is obliged to visit the practice base according to the schedule, after the end of the practice, to present reporting documents from the department to the head of the practice within the prescribed period, to observe ethical norms of conduct.

Policy regarding deadlines, working out, rating increase, liquidation of academic debt. in accordance with the procedure given in "POL A2.2-40-022_Regulations on practical training of higher education applicants at the National Institute of Public Health. ed. 04_2022". if the student of higher education has not completed the internship program for a valid reason, he is given the opportunity to repeat the internship according to an individual schedule in his free time from studies.

The improvement of the rating and liquidation of academic debt from the educational component is carried out by students in accordance with the procedure specified in "POL A2.2-40-022_Regulations on the practical training of students of higher education at the National Academy of Sciences. ed. 04_2022". Applicants of higher education are obliged to comply with all deadlines set by the department for the completion of written works from the educational component. Works that are submitted late without valid reasons are assessed at a lower grade - up to 20% of the maximum number of points for this type of work.

Policy on appeals of assessment from the educational component (appeals). Applicants of higher education have the right to contest (appeal) the evaluation of the educational component obtained during control measures. The appeal is carried out in accordance with the POL "Regulations on appealing the results of the semester control of the knowledge of students of higher education at the National Academy of Sciences".

1. Information and educational and methodical support of the educational component:

<p>The main reading suggestions</p>	<ol style="list-style-type: none"> 1. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z. Mnushko [at al.], ed. by prof. Z. Mnushko ; National University of Pharmacy. – Electronic text data. – Kharkiv: Publishing center “Dialog”, 2016. – Part I : Management in Pharmacy. – 1 electronic opt. disk (CD-R). – 2,5 Mb. – System requirements: Adobe Acrobat Reader. – Title from the disk label. 2. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z. Mnushko [at al.], ed. by prof. Z. Mnushko ; National University of Pharmacy. – Electronic text data. – Kharkiv : Publishing center “Dialog”, 2016. – Part II : Marketing in Pharmacy. – 1 electronic opt. disk (CD-R). – 3,7 Mb. – System requirements: Adobe Acrobat Reader. – Title from the disk label. 3. Working book. Pharmaceutical marketing and management: educational -methodical manual / V.V. Malyi, I.V. Pestun, I.V. Sofronova, et al. – Kh. : NUPh, 2020. – 276 p. 4. Pharmaceutical marketing and management: educational manual / V. V. Malyi, S. V. Zhadko, I. V. Bondarieva and others; edited by V.V. Malyi. – Kharkiv : NUPh, 2022. – 226 p.
<p>Supplementary reading suggestionsfor in-depth study of the educational</p>	<ol style="list-style-type: none"> 1. Aghazadeh, Hashem. Strategic marketing management: Achieving superior business performance through intelligent marketing strategy. Procedia-Social and Behavioral Sciences, 2015, 207: 125-134. 2. Alves, Helena; Fernandes, Cristina; Raposo, Mário. Social media

<p>component</p>	<p>marketing: a literature review and implications. <i>Psychology & Marketing</i>, 2016, 33.12: 1029-1038.</p> <p>3. Armstrong, Gary, et al. <i>Principles of marketing</i>. Pearson Australia, 2014. 989p.</p> <p>4. Armstrong, Michael; Taylor, Stephen. <i>Armstrong's handbook of human resource management practice</i>. 2020. 763p.</p> <p>5. Bocconcelli, Roberta, et al. <i>Smes and marketing: a systematic literature review</i>. <i>International Journal of Management Reviews</i>, 2018, 20.2: 227-254.</p> <p>6. Boris, Olga A., et al. "Generating models for innovation development strategy of the industrial complex with references to its management, structure and policies." <i>Growth Poles of the Global Economy: Emergence, Changes and Future Perspectives</i>. Springer, Cham, 2020. 615-625.</p> <p>7. Charlesworth, Alan. <i>Digital marketing: A practical approach</i>. Routledge, 2014. 326p.</p> <p>8. Christopher, Martin; Payne, Adrian; Ballantyne, David. <i>Relationship marketing</i>. Routledge, 2013. 264p.</p> <p>9. Delen D., Dorokhov O., Dorokhova L., Dinçer H., Yüksel S. <i>Balanced scorecard-based analysis of customer expectations for cosmetology services: a hybrid decision modeling approach</i>. <i>Journal of Management Analytics</i>. 2020. Vol. 7, No 4. P. 532-563.</p> <p>10. Egan, John. <i>Marketing communications</i>. Sage, 2014. 440p.</p> <p>11. Grönroos, Christian. <i>Relationship marketing and service: An update</i>. <i>Journal of Global Scholars of Marketing Science</i>, 2017, 27.3: 201-208.</p> <p>12. Homburg, Christian; Jozić, Danijel; Kuehn, Christina. <i>Customer experience management: toward implementing an evolving marketing concept</i>. <i>Journal of the Academy of Marketing Science</i>, 2017, 45.3: 377-401.</p> <p>13. Hunt, Shelby D. <i>Controversy in Marketing Theory: For Reason, Realism, Truth and Objectivity: For Reason, Realism, Truth and Objectivity</i>. Routledge, 2016. 360p.</p> <p>14. Jackson, Graham; Ahuja, Vandana. <i>Dawn of the digital age and the evolution of the marketing mix</i>. <i>Journal of Direct, Data and Digital Marketing Practice</i>, 2016, 17.3: 170-186.</p> <p>15. Jobber, David, et al. <i>Ebook: Principles and Practice of Marketing</i>. McGraw Hill, 2016. 831p.</p> <p>16. Kozlenkova, Irina V., et al. <i>The role of marketing channels in supply chain management</i>. <i>Journal of Retailing</i>, 2015, 91.4: 586-609.</p> <p>17. Luxton, Sandra; Reid, Mike; Mavondo, Felix. <i>Integrated marketing communication capability and brand performance</i>. <i>Journal of Advertising</i>, 2015, 44.1: 37-46.</p> <p>18. Park, Seohee. <i>Marketing management</i>. Seohee Academy, 2020. 103p.</p> <p>19. Pestun I. V., Mnushko Z. M. <i>The impact of the legal and regulatory framework on the marketing activity of wholesale and retail pharmaceutical organizations// Соціальна фармація в охороні здоров'я. – 2020. – Т. 6, № 3. – С. 49-59</i></p> <p>20. Pestun Iryna V , Mnushko Zoya M, Ievtushenko Olena M, Babicheva Ganna S, Zhadko Svitlana V, Rohulia Olha.. <i>Research of self-medication</i></p>
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	<p>among population in Ukraine. Azerbaijan Pharmaceutical & Pharmacotherapy Journal / 21 (2): 34-41</p> <p>21. Quality Efficiency Indicators of Pharmacy Management: Characteristics, Current Features, Opportunities and Threats of the Development /I.V. Pestun, Z.M. Mnushko, I.V. Timanjuk, O.M Ievtushenko1, H.S.Babicheva1// Journal of Global Pharma Technology.- 2020.- Vol.12- №2(S) – P. 259- 269</p> <p>22. Samborskyi O.S., Slobodyanyuk M.M., Rogulya O.Y. Scientific comprehension of the necessity of pharmaceutical tourism development in Ukraine and the research of organizational and economic approaches as to its implementation in the healthcare system. World Science. 2020. Vol. 2. No 5(57). P. 37 – 48. DOI: https://doi.org/10.31435/rsglobal_ws/31052020/7079.</p> <p>23. Saunders, Mark, and Philip Lewis. Doing research in business and management. Pearson, 2017. 280p.</p> <p>24. Shmalko O. O., Pestun I.V., Vyshnevskaya L. I. Marketing substantiation of introduction of a new herbal medicine for the treatment of inflammatory bowel diseases into the pharmaceutical market of Ukraine / Research Journal of Pharmacy and Technology.2000. Vol:13No:11: November: 5431-5437</p> <p>25. Spichak Irina V., Zhirova Irina V., Pestun Iryna V., Ievtushenko Olena M., Varenykh Galina V. A study of the extent and interrelations of risks in the system of goods flow in wholesale pharmaceutical organizations. Volume 11, Issue 06, June2020, pp. 1205-1214. ArticleId: IJM_11_06_109Available online at http://www.iaeme.com/ijm/issues.asp?Jtype=IJM&vtype=11&itype=6</p> <p>26. Stadtler, Hartmut, et al. Supply chain management and advanced planning: concepts, models, software, and case studies. springer, 2015. 505p.</p> <p>27. Verma, Varsha; Sharma, Dheeraj; SHETH, Jagdish. Does relationship marketing matter in online retailing? A meta-analytic approach. Journal of the Academy of Marketing Science, 2016, 44.2: 206- 217.</p> <p>28. Winston, William; Mintu-Wimsatt, Alma T. Environmental marketing: strategies, practice, theory, and research. Routledge, 2013. 415p.</p> <p>29. Wroblewski, Lukasz. Culture Management: Strategy and marketing aspects. 2017. 196p.</p> <p>30. Zhadko S. V., Pestun I. V., Mnushko Z. M., Babicheva G. S., Rohulia O. Yu. The assessment of awareness about the rational use of medicines among Ukrainian pharmacy students. Вісник фармації. 1 (105). 2023. 82-92.</p> <p>31. Zimmerman, Alan; Blythe, Jim. Business to business marketing management: A global perspective. Routledge, 2017. 528p.</p>
<p>Current electronic information resources (magazines, websites) for in-depth study of the educational component</p>	<p>Library of NUPh — http://lib.nuph.edu.ua</p> <p>PhMM Department — http://mmf.nuph.edu.ua</p> <p>NUPh Distance education — www.pharmel.kharkiv.edu</p> <p>Business dictionary — http://www.businessdictionary.com/definition/management.html</p> <p>Management Information and Management News — http://www.forbes.com/fdc/welcome_mjx.shtml</p> <p>The Wall Street Journal — http://online.wsj.com/public/page/management.html</p> <p>Management Issues : News, advice, opinion & resources — www.management-issues.com/</p> <p>Free Management Library — managementhelp.org/</p> <p>Management Science: INFORMS — pubsonline.informs.org/journal/mnsc</p>

	<p>Journal <i>of</i> Management — jom.sagepub.com/http://translate.google.com.ua/translate?hl=ru&sl=en&u=http://jom.sagepub.com/&prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806</p> <p>European Management Journal — www.journals.elsevier.com/european-management-journal http://translate.google.com.ua/translate?hl=ru&sl=en&u=http://www.journals.elsevier.com/european-management-journal/&prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806</p> <p>Strategic Management Journal — onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-6486</p> <p>Academy of Management — aom.org / Journals & Publications</p> <p>Journals in Business & Management — http://www.springer.com/business+%26+management/journals?SGWID=0-40528-0-0-0http://www.springer.com/?SGWID=5-102-0-0-0</p> <p>International journal of management & information technology — http://cirworld.org/journals/index.php/ijmit?gclid=CPyS4MfQsMECFamWtAodrUYAyQ</p> <p>American Marketing Association — https://www.ama.org</p> <p>Marketing - Strategy, Planning, Careers and News — marketing.about.com</p> <p>Marketing professionals' perceptions of marketing journals — academia.edu/4951332/Marketing...marketing_journals</p> <p>Journal of Marketing — ebookbrowse.net/journal-marketing</p> <p>Journal of Marketing Manage-ment - ResearchGate — researchgate.net/journal/0267</p>
Moodle distance learning system	https://pharmel.kharkiv.edu/moodle/course/view.php?id=2723

18. Technical support and software of the educational component: computer, multimedia projector, Google Workspace for Education Standard, ZOOM, MOODLE.